

PA
21 Nov

28 December 1977

Mr. Jeffrey Katz
Producer
Focus on Youth
Post Office Box 6460
Lawrenceville, New Jersey 08648

Dear Mr. Katz:

Admiral Turner has asked me to thank you for your letter of November 21st, and for your invitation for him to participate in "Focus on Youth."

I regret the long delay in replying to your request but we have been working on the Admiral's schedule for the next several months with the thought that we might find a time when we will be in your vicinity. Regretably, we have no trips scheduled which will bring us near Lawrenceville.

However, I note that you are willing to tape the interview on location. I presume that means you are willing to come to Washington to obtain the interview. If that is the case, please let me know and we will look for a suitable date sometime next year. Perhaps you are planning a trip to Washington to tape other prominent national figures who have offices here.

In any case, I will look forward to hearing from you.

Sincerely,

SIGNED

Herbert E. Hetu
Assistant for Public Affairs
to the Director of Central Intelligence

A/DCI/PAO/HEH/kgt/28 December 1977

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FOCUS ON YOUTH

America's Student Produced Press Conference of the Air

November 21, 1977

Admiral Stansfield Turner
Director
Central Intelligence Agency
c/o 1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Admiral Turner:

Every weekend, three million listeners tune to 140 stations in fifty states to hear a prominent national figure interviewed by a small panel of college students. Now the second largest radio interview program in the nation, "FOCUS ON YOUTH" has presented many of the finest leaders from every walk of life.

Past guests include George Meany, Harry Reasoner, Nelson Rockefeller, William F. Buckley, Jody Powell, Jack Anderson, Senator Howard Baker, Walter Cronkite, Bert Lance, Howard Cosell, Senator Hubert Humphrey and many, many others.

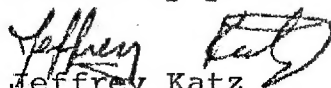
We would like to invite you to join that list.

A "FOCUS ON YOUTH" interview can be taped, on location, at your convenience. The interview lasts just thirty minutes, with an additional five to set up.

I, or another member of our staff, shall be in touch with you within the next few weeks to ascertain your interest; if you approve, we will begin coordinating possible taping dates.

Thank you for your generous consideration. We look forward to working with you in the near future.

Sincerely yours,


Jeffrey Katz
Producer

JK:jrb
enclosures

FOCUS ON YOUTH

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America's Student Produced Press Conference of the Air

WHAT OUR GUESTS SAY ABOUT US

"An excellent interview and a valuable service"

WALTER CRONKITE

"Please continue to reform my profession of journalism - it needs to be deeper, more honest, less contentious - and we need you to make it that way."

GLORIA STEINEM

"A delightful - though sustained - grilling!"

ZBIGNIEW BRZEZINSKI

"Your questions were interesting and at times provocative."

GEORGE MEANY

"You are SUPER!!!"

KATE JACKSON

"My kind of guys...I got more out of it than you did."

JOE GARAGIOLA

"For once - the pleasure was really mine - with civilized conversation with civilized questioners - a rare and pleasing experience -"

JUDITH CRIST

"A good opportunity to visit with some of America's finest"

BERT LANCE

"I enjoyed your alert and provocative questions; I wish more of our adults were as well informed as our youth"

JACK ANDERSON

"Congratulations on a fine program"

KATHARINE GRAHAM

"With appreciation and admiration for Focus on Youth, I am your friend"

GEORGE MCGOVERN

"Everything I said was a lie"

ART BUCHWALD

"Thanks - it was fun"

HARRY REASONER

"First-rate infield practice. Congratulations."

WILLIAM F. BUCKLEY, JR.

"Thanks for having me"

DICK CAVETT

"An interesting journalistic experience"

DANIEL SCHORR

"Thanks for the time. I enjoyed the interview and wish you all the best. Keep at it."

JODY POWELL

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National Office: P.O. Box 6460, Lawrenceville, New Jersey 08648/(609) 452-3357

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America's Student Produced Press Conference of the Air

A BRIEF HISTORY OF FOCUS ON YOUTH

FOCUS ON YOUTH was founded in April, 1974 in Trenton, New Jersey on a local radio station with the intent of offering a youth perspective of contemporary issues. Audience response exceeded all expectations, as the concept of student-run national broadcasting gained validity.

Impressed by the program's professional sound quality and the excellence of its interviews with top-name guests, NBC radio showed an interest in FOCUS ON YOUTH. Contributions from a wide range of prominent American companies enabled the program to expand from 12 to 50 stations during 1976.

Already reaching a larger audience than any student-run organization of any kind in America, FOCUS ON YOUTH expanded its broadcasting on over 140 stations in all fifty states. With a current estimated audience of 2.5 million listeners, the FOCUS ON YOUTH NETWORK has become the nation's undisputed leader in public affairs programming.

MAJOR PROMOTIONS IN 1977

February: Full page feature in THE CHRISTIAN SCIENCE MONITOR

April: Front-page feature in THE WALL STREET JOURNAL

August: Second cover feature in THE NEW YORK TIMES

September: TO TELL THE TRUTH program taping with Garth R. Ancier, the Executive Producer of Focus on Youth

Also: Numerous regional newspaper articles

National magazine coverage, including BROADCASTING and ADVERTISING AGE

Upcoming, a major feature story in the January issue of SEVENTEEN magazine. TIME and US magazines are also compiling features, as is the CBS MORNING NEWS. Finally, several television and radio appearances have been made on behalf of the program in Philadelphia and New York, with more scheduled for the future.

THE WALL STREET JOURNAL.

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THURSDAY, APRIL 7, 1977

(FRONT PAGE, COLUMN 3)

College Kids Put People on the Air —And on the Spot * * * Politicians, Personalities Face Candid Student Questions On 'Focus on Youth' Show

By STEPHEN GROVER

Staff Reporter of THE WALL STREET JOURNAL
PRINCETON, N.J.—In a recent guest appearance on the "Focus on Youth" radio panel show, former U.S. Defense Secretary Donald Rumsfeld was left momentarily speechless when one of the panelists asked him: "Did you ever lie to the American public and, if so, how did that lying change you?"

The question was put to Mr. Rumsfeld by Seth Lerner, a 19-year-old University of Pennsylvania Greek major and a panelist on the show. "He drew back in horror," Mr. Lerner recalls, "I wish I'd had a television camera to record the moment." Mr. Rumsfeld soon recovered his aplomb and asserted, in due course, that he had never lied while in office. "I'm just absolutely floored by the question," he said.

Mr. Rumsfeld isn't the only guest on the show to be floored by some of the questions asked. The questions are frequently unusual and refreshing in their candor, and so are the youths who produce the 30-minute program described as "America's student-produced press conference of the air." The youths—more than 40 in all—have formed a corporation called Focus on Youth Inc., most of them are freshmen or sophomores at Princeton University, although a few attend such other universities as Pennsylvania

They have put together a generally lively and informative program that in three years has come to be broadcast over 65 stations across the nation. The students say that with an estimated audience of three million listeners, "Focus" is the second most popular public-affairs program on radio, trailing only CBS's "Capitol Clockroom." "And we expect to be No. 1 by the time 1977 is out," says Garth Ancier, a 19-year-old Princeton sophomore who founded the show and is its regular moderator.

Praise From an Old Hand

One fan is a veteran in the field, Lawrence Spivak, who founded NBC's "Meet the Press" radio and television show and was its moderator until his retirement two years ago. Mr. Spivak has been a follower of "Focus on Youth" since Mr. Ancier sought his advice early in the show's history. The youths, Mr. Spivak says, "are just this side of brash in going after things. But the questions they ask are intelligent, and the show itself is informative."

Not everyone is so impressed. House Minority Leader John Rhodes, a recent guest, says, "Their questions weren't particularly good." But the minority leader's opinion appears to be a minority one. Praise comes from Ned Foster, executive producer of WBZ in Boston, which carries the program on both AM and FM. "I'm bowled over by the questions they come up with and the quality of their guests," he says.

The guest list is indeed impressive. Recent guests have included Sens. Edward M. Kennedy, Hubert H. Humphrey, John Sparkman and William Proxmire of Wisconsin, who agreed to appear only after being assured the program had a Milwaukee outlet. Elliot Richardson, former Secretary of Commerce and Attorney General, has also appeared, as have broadcasters Dick Cavett, Howard Cosell and Edwin Newman. Others include feminist Gloria Steinem, novelist Ayn Rand and humorist Art Buchwald. The job of lining them up belongs to Mr. Lerner, who runs up a telephone bill of at least \$150 a month.

The show now is so popular that Shell Oil Co. recently purchased for a year the two minutes of commercial time in each program. "The show is a very good media buy," says John Haines, Shell's consumer-advertising manager. "It goes to a lot of people we're trying to reach."

New Projects

The \$30,000 from Shell will cover all expenses (including rental of a seven-room office here). It will also enable the youths, who don't pay themselves any salaries, to begin an hour-long radio show, which will feature interviews interspersed with pop music.

The decision to make advertising time available was taken only last year. Until then, the program had been financed by corporate grants, which weren't always easy to obtain, especially in the show's infancy. To ensure a sizable audience, the producers of "Focus on Youth" will distribute tapes of the show free to any stations that want the program and that are among the leaders in their markets. Smaller stations must pay the cost of making additional tapes, says Dan Case, a 19-year-old Princeton sophomore who is president of Focus on Youth Inc. No two stations in the same market are allowed to carry the show, Mr. Case says. (Mr. Case is currently on a semester's leave of absence while he works for Sen. Charles Percy, the Illinois Republican.)

"Focus" is successful partly because most radio stations are hungry for public-affairs programs; one of the Federal Communications Commission's criteria for renewing a license is the station's willingness to broadcast programs "in the public interest." But, like other public-affairs programs, "Focus" finds itself in less than de-

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College Kids Put People on the Air —And on the Spot

Continued From First Page

sirable time periods in a few cities. For instance, WNBC in New York broadcasts the program at 5:30 Sunday mornings.

No matter when it is broadcast, however, "Focus" can sometimes be too controversial for the stations that carry it. WNBC dropped the program for a while last year after the appearance of Joseph Clark, a former Pennsylvania Senator, who used the occasion to describe Philadelphia Mayor Frank Rizzo as "a fascist." "NBC said that was going too far," Mr. Lerner says, although WNBC later resumed the broadcasts. WRC in Washington, another NBC-owned station, dropped "Focus" for the same reason, and the program has yet to reappear.

If the producers of "Focus" have since learned to edit such controversial remarks from their tapes, they still seek controversial guests—and guests who make news. William Colby, in his first public appearance after being removed as director of the Central Intelligence Agency, intimated on "Focus" that the CIA was actively involved in Angola at a time when the U.S. had adopted an official hands-off policy. On a different kind of subject, Mr. Colby exhibited equal candor when he was told after the show that "Focus" hoped to persuade actress Raquel Welch to appear as a guest. "You can't put Raquel Welch on radio," he said. (Miss Welch, in fact, turned down the request.)

Despite her refusal, the show has been asking as many personalities as politicians to appear. "People like Dick Cavett and Joey Bishop love to talk about themselves," Mr. Lerner explains, "so it's easy to pose personal questions."

Art Buchwald, when asked whether there should be a federal Department of Humor, told the questioner that "every department we have in Washington now is a department of humor." Another guest was Elizabeth Ray, whose extracurricular activities while in the employ of Wayne Hays led to his resignation from Congress. She told "Focus" that she had covered the Republican convention last summer as a journalist, adding that "just because I can't type doesn't mean I can't tape."

If the young panelists have a consistent failing, it is their refusal to depart far from their list of prepared questions. Says Edwin Newman, the broadcaster: "There's a certain inflexibility in their approach. There's no flow. They don't follow up the questions or the point." And occasionally the panelists' questions border on impertinence—for which the youths have been reproached on the air by their guests. But Mr. Newman gives the panelists high marks for their good manners when challenged and their refusal to be argumentative when provoked.

In preparation for the broadcasts, the youths keep abreast of current affairs and read books written by or about their guests. For columnist William Buckley, Mr. Lerner says, "I read eight books. Not so many for Ayn Rand."

This kind of preparation and other duties keep the youths busy. Mr. Ancier, who is chairman of Focus on Youth Inc. as well as the moderator, puts in about 30 hours a week on the show. This includes eight hours every Sunday editing the tapes into 30-minute programs (the sessions generally run slightly longer than that). The tapings, which are usually in Washington or New York, often take place in the office of the guest, besides whom there are the moderator and three or four panelists. About 10 youths spend as much as 25 hours a week working on the program, and the rest of the group of 40 perform less time-consuming chores such as mailing the tapes and typing transcripts.

Mr. Case admits that the workload "interferes with my extracurricular and social activities." But it has its rewards. "It lets us meet interesting people," Mr. Ancier points out. "It got us seats for the inauguration and invitations to all the parties." And it won for Mr. Lerner a floor pass to both conventions last summer.

Despite their enthusiasm for the work, few of the youths involved—including Mr. Ancier, Mr. Case and Mr. Lerner—are seriously considering careers in broadcasting. "One thing I've learned," Mr. Case says, "is that broadcasting is a real rat race."

(1) Executive
Secretary

(2) EL via RB.

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